

WELLNESS ENVIRONMENT INNOVATION



EDITION NO. 1

# WELLNESS

SUSAN  
HARMSWORTH

EXCLUSIVE  
INTERVIEW WITH  
WELLNESS LEGEND  
- VIDEO & PODCAST

THE  
ARTICLE

CONTEMPLATING  
WELLNESS IN  
HOSPITALITY AND  
TOURISM & 5 KEY  
TAKEAWAYS

IT'S YOUR  
TURN

THE QUIZ &  
ANSWERS FROM  
ENGAGEMENT WITH  
DIRECT AUDIENCE



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THE PODCAST & VIDEO

Featuring industry leader and founder of ESPA, Susan Harmsworth





# WE(i) TALK IN A NUTSHELL

BY WE(i) THINK

Welcome to WE(i) Talk! We are thrilled to launch this series and hope you enjoy it!

Wellness, environment and innovation are at the core of WE(i) Think's concept agency services, as we work on hospitality and tourism related projects. There is so much being said on each of these topics and so much available that it can be challenging to sort through, with overuse of the words and lacking clarity.

We intend to open the discussion on various topics, giving you the tools to better understand them, their impact on the overall hospitality and tourism industry, and their role in the overall experience.

We hope that the WE(i) Talk magazine will inspire you to bring more of these elements to your property, hospitality and tourism projects as well as in your life.







## WHAT IS WELLNESS?

## WHY IS IT IMPORTANT TO INCLUDE ELEMENTS OF WELLNESS IN YOUR PROJECT OR EXISTING PROPERTY?

## HOW DOES IT TRANSLATE TO THE CUSTOMER AND THEIR EXPECTATIONS?

# FOCUS ON WELLNESS

We begin the WE(i) Talk series with Wellness, a key pillar of WE(i) Think's services. Wellness is gaining popularity and the word is being used anywhere and everywhere, bringing confusion amongst hospitality professionals and customers.

Dive into wellness with us this edition through quiz and answers, the article and an exclusive interview with multinational wellness expert, Susan Harmsworth, who shares her knowledge and opinion on a topic she has dedicated her life's profession and passion to.

Available on our platforms and website for your convenience.







**"THE BODY ACHIEVES  
WHAT THE MIND BELIEVES."**





## THE QUIZ

### & ANSWERS

**Wellness** encompasses multidisciplinary elements and touches different aspects of guests' hospitality and tourism experience. Guests are becoming more educated on these various aspects, integrating them in their lifestyles and wanting to continue their journey whilst they travel. It is therefore important for hotels to understand wellness principles to create the conditions and right environment for guests to easily access wellness elements during their stay.

Wellness in hotels is often reduced to the spa area, whereas it covers so much more. To help you identify key wellness principles, let's warm up with a quiz...

#### 1. What is wellness?

Wellbeing & Health Journey

Yoga & Fitness

Spa All Day

All of the Above

**All of the above.** According to the Global Wellness Institute, "Wellness the active pursuit of activities, choices and lifestyles that lead to a state of holistic health". Wellness and health journey, spa all day and yoga & fitness are all activities that participate to the active pursuit of health.



## 2. Is having a spa sufficient to call yourself a wellness hotel?

93% of the respondents to our survey said **No**. This is where customer perception enters in the game. In theory, you could call yourself a wellness hotel if you have a spa. However, it is not sufficient to meet customers' expectations and other areas of wellness need to be covered.

Yes

No

## 3. Can you call yourself a wellness retreat if you don't have a spa?

Yes

No

Here again, customers' viewpoints are interesting to take into consideration, as 62% of the respondents to our survey said **No**. This highlights the fact that from a guests' standpoint, having a spa is not mandatory to call yourself a wellness retreat, whereas other wellness related activities are.

## 4. How can the rooms department integrate wellness?

**All of the above.** Sleep, lighting and clean air are all elements that impact our health, and therefore can be integrated as part of a wellness programme set up in room, amongst other things.

Sleep

Lighting

Clean Air

All of the Above



## 5. How can the F&B department integrate wellness?

Nutritionist

Healthy Menu

Food Sourcing

All of the Above

**All of the above.** Food is an important factor of health, with numerous medical studies showing how a healthy diet can help prevent various chronic diseases. F&B is a key element of a holistic wellness programme and with clients' being more and more educated on this topic, hotels need to up their game in this field. More on that next month with our Food focus series.

## 6. Are doctors necessary for integrative wellness?

Integrative or complimentary wellness induces a preventive approach to health and disease. According to 69% of the respondents to our survey, this requires doctors' involvement. This is true if you go into testing and diagnostics. More than doctors, integrative wellness requires specialists in their fields and accredited professionals.

Yes

No





EVERYONE WANTS  
TO LIVE ON TOP OF  
THE MOUNTAIN  
BUT ALL THE  
HAPPINESS AND  
GROWTH OCCURS  
WHILE YOU'RE  
CLIMBING IT.

ANDY ROONEY





# THE ARTICLE

BY CELINE VADAM

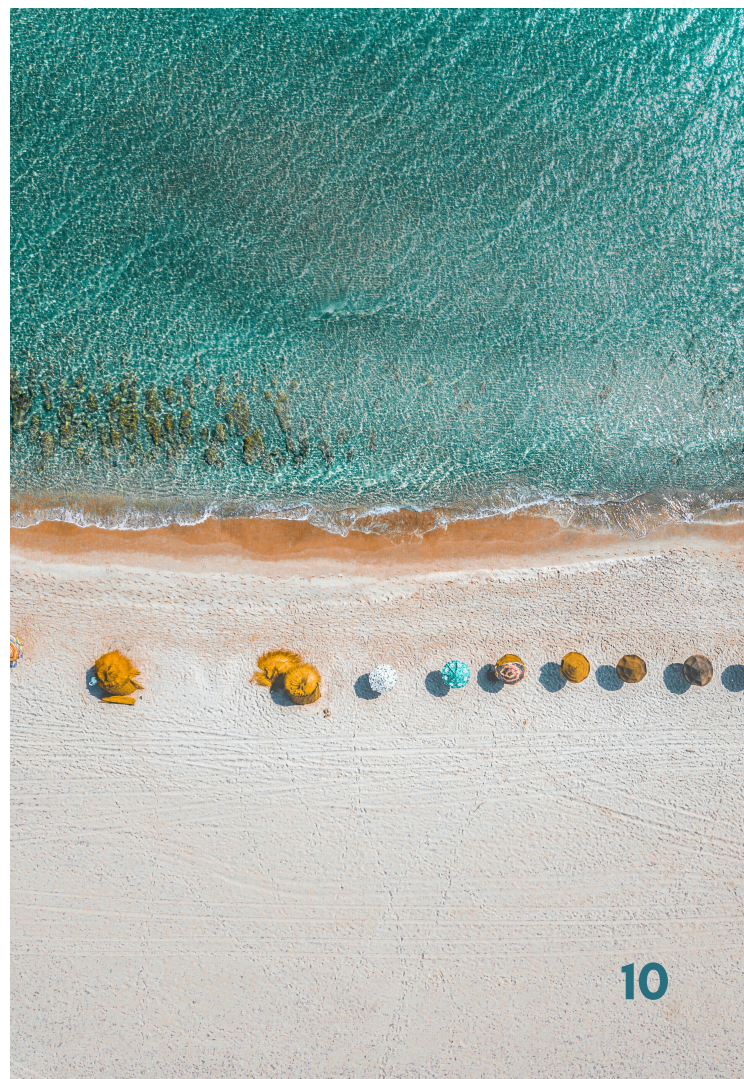
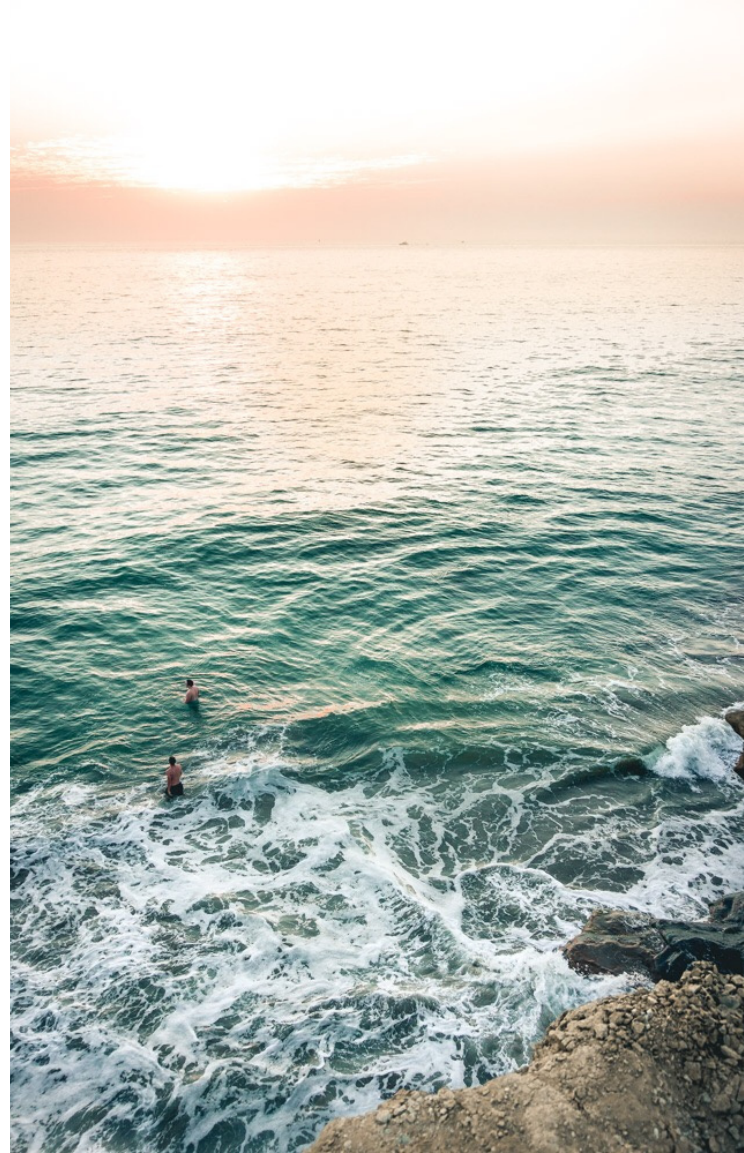
OPINION AND RESEARCH

Health is the new wealth. After decades of societal and cultural evolutions, boosted by technological innovation, human beings are realizing that their well-being is on the edge. If wellbeing is the destination, wellness is the tool to getting there. The word 'wellness' is being used everywhere, amplified by the Covid crisis, as a solution to restore elements of traditional wisdom with a modern twist in order to reach a healthier and happier life.

Beyond fads and gimmicky interpretations, wellness is here to stay in an authentic and holistic way and will be a differentiator for hotels, resorts and retreats and the redefinition of their relationship with guests.

According to the Global Wellness Institute, the global wellness economy represents more than 5.3% of global economic output and was worth US\$4.5 trillion in 2018, growing by 6.4% annually from 2015-2017, nearly twice as fast as global economic growth.

Wellness tourism was a US\$639 billion market in 2017, projected to reach US\$919 billion by 2022. It grew by 6.5% annually from 2015-2017, more than twice as fast as tourism overall. World travellers made 830 million international and domestic wellness trips in 2017, representing 17% of all tourism expenditures, spending an average of resp-







ectively US\$1,528 and US\$609 per trip (53% and 178% more than the average international and domestic tourist respectively). Source: Global Wellness Institute "Defining the mental wellness economy"

These impressive figures, already forecasted to continue their ascension pre-Covid, are now expected to be boosted by the Covid crisis, bringing wellness to the centre-stage of society.

What do these numbers incorporate? Wellness is a multi-dimensional sector and encompasses activities related to physical activity, beauty, healthy eating, mental health and traditional and holistic medicine.

Therefore, the broadness of the wellness sector leads us to a key question:

## WHAT IS WELLNESS?

The Global Wellness Institute defines wellness as 'the active pursuit of activities, choices and lifestyles that lead to a state of holistic health'. Interpretations can vary, but most of them revolve around the following key areas: movement, aesthetics, nutrition, mindfulness, sleep, socialization and sense of purpose.

*The advantage:* wellness is viewed and considered holistically and we recognize its multi-dimensions, which impact our overall health.

*The issue:* as a multi-dimensional sector that is not regulated, the wellness word is now used for anything and everything, diluting its impact and real sense of its meaning.



Industry leaders, such as ESPA's Founder, Sue Harmsworth, who featured in our latest podcast, now prefer the word well-being. The difference? If well-being is the destination and the state of mind, wellness is the path to getting there, and the actions taken which lead to well-being through healthy lifestyle habits. Therefore, we expect that the intention of an activity or product is what determines if it can be classified as wellness or not, and that intention needs to lean towards improving guests' well-being throughout their stay.

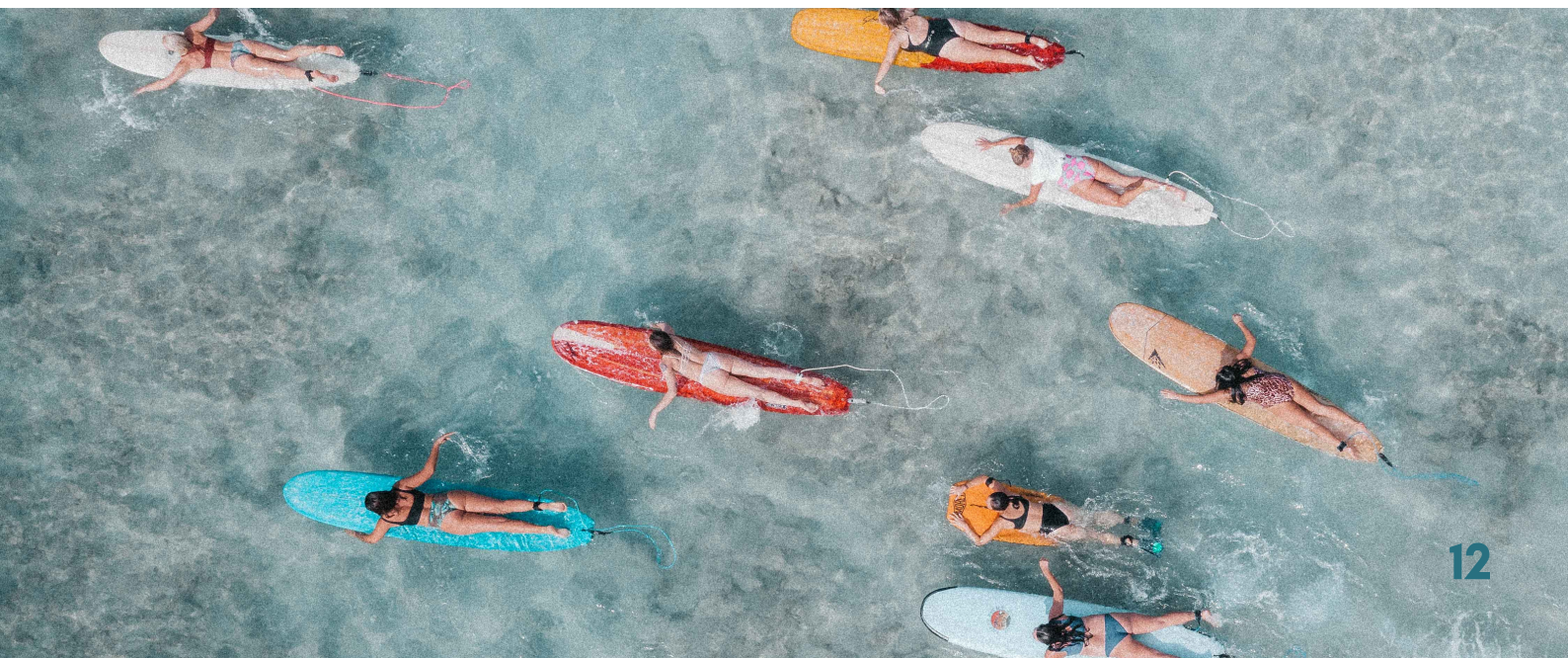
## HOW DOES IT TRANSLATE INTO WELLNESS FACILITIES, HOTELS & RETREATS?

The best way to transform an intention into a purposeful product is by having a strong and authentic concept. What you deliver is as important as how you deliver it, and this is even more critical when it comes to showing your added value, professionalism and legitimacy in the wellness field.

Guests are becoming more and more informed and educated in what constitutes a healthy lifestyle, with tailored wellness routines at home. This is where a property's role can facilitate and even enhance a guest's approach, ensuring that the healthy choice is the easier and more appealing option while being mindful of their expectations.

Following our interactive quiz, customers confirmed that if you label yourself a wellness hotel, guests can expect more than just a spa with traditional treatments. Mindfulness activities, healthy food and restorative initiatives are increasingly expected to be part of the offering. However, if you are categorized as a Hotel & Spa, the expectations are lower, even though having healthy food options are in higher demand and a great way to build attractive packages. This is even more important when we talk about retreats, where everything is expected to be driven by wellness, from rooms to design, F&B and activities.

Nonetheless, make sure to not fall into design or marketing traps by creating gimmicky wellness activities. Guests won't be fooled and just because the 'w' word is trendy doesn't mean that you must use it.







This also does not mean that you need to overcomplicate it, especially in a world where opportunities are endless; think well-tech, outdoor activities, and partnerships...which leads to another common trap: the overwhelming factor, which is often seen in gyms that have great-looking machinery, but no-one knows how to use it, or they have cheaper and simplified versions that would have been more relevant. The value of a wellness venue depends on how you strategically spend on experiences that add value, not necessarily on the shiny, great looking equipment. This once again emphasizes the importance of having a strong and meaningful concept, knowing what the purpose of a space is and how you would like guests to benefit from it.

In this sense, your concept is determined, identifying what you would like to offer guests and organizing your equipment and accessories around it, and not necessarily based on the latest trendy machine.

## **WHERE IS WELLNESS TOURISM GOING?**

With travel restrictions, short stays and wellness staycations are expected to be more popular, especially as one wellness retreat a year is not sufficient anymore. Urban retreats are on the rise, ensuring a sense of continuity in guests' wellness journeys. As travelers return to going abroad, guests will enjoy longer stays and focus on unique experiences in countries much further away.

As discussed during our interview with Sue Harmsworth, wellness services are leaning toward soft wellness, focused on mindfulness and regenerative activities, as well as integrative wellness, flirting with



the medical world with a non-invasive, 'needles-not-knives' approach. This is also reinforced with clinics and medical establishments, which are now looking to develop preventive, retreat style urban or resort venues where selfcare meets healthcare. The realization from a growing audience that prevention can be more effective than pills, is expanding the wellness tourism enthusiasm to younger crowds.

Covid-19 saw well-tech gaining attractiveness to monitor guests' health, but also provide touchless treatments and online activities, allowing an easier follow-up after a guest's stay. Meanwhile the need for human touch and getting back to nature have been noticed too.

## HOW CAN WE(I) THINK HELP?

WE(i) Think provides a holistic approach to wellness, initiating synergies between all departments of your property from top to bottom and involving all stakeholders – ownership, employees, guests and local communities.

We create bespoke indoor and outdoor

wellness concepts, facilities, programs and packages, including sleep, healthy F&B outlets, non-invasive to medical destination spas, vibrant fitness areas, mindfulness activities and entertaining educational practices for internal and external guests of all ages, ethnicity and gender.

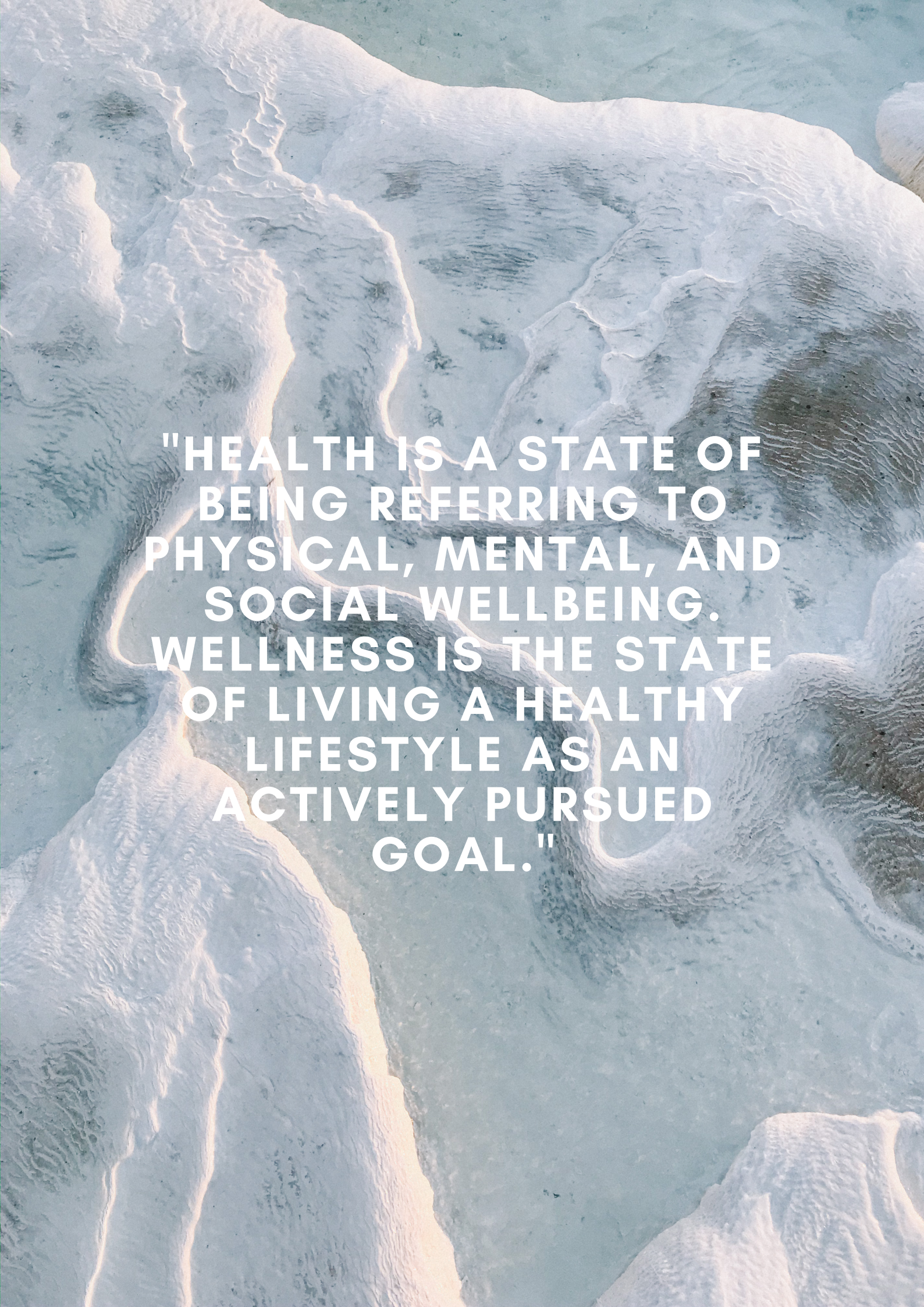
With highly educated guests, overwhelmed by contradictory information, employees' education and engagement will be a key to the success of the wellness strategy and an important mission for WE(i) Think.

## 5 KEY TAKEAWAYS

1. Wellness encompasses the actions and habits that **lead to a healthy lifestyle**.
2. Wellness is **multi-disciplinary** and needs to be approached **holistically**.
3. There are various **degrees of wellness**, from soft wellness through to integrative wellness.
4. The wellness **market growth** is expected to last and continue its expansion.
5. Having a **strong concept** is key to creating an authentic wellness experience.





An aerial photograph of a coastline featuring white sand beaches and turquoise water. The text is overlaid in the center of the image.

**"HEALTH IS A STATE OF  
BEING REFERRING TO  
PHYSICAL, MENTAL, AND  
SOCIAL WELLBEING.  
WELLNESS IS THE STATE  
OF LIVING A HEALTHY  
LIFESTYLE AS AN  
ACTIVELY PURSUED  
GOAL."**



# THE PODCAST & THE VIDEO

WITH

*Susan Harmsworth*

Sue Harmsworth is an inspirational and visionary leader who has shaped the wellness industry as we know it today. She has dedicated the past 45 years to designing over 500 award winning spas in 65 countries and curated products, treatments and wellbeing programs. She founded the global brand ESPA in 1993 and sold it in 2017.

ESPA



She has won numerous accolades including the International SPA Association Visionary Award, American Spa Industry Icon, Cosmetic Executive Women's Achiever Award and sits on the Advisory Board for Global Wellness Summit, Global Wellness Institute and Forbes.

Needless to say her service to the industry has not gone unnoticed, where she also received the Most Excellent Order of the British Empire (MBE) from the Queen of England.

**"MEDITATION IS  
PART OF MY LIFE,  
IT'S NOT  
SOMETHING I HAVE  
TO THINK ABOUT"**







HOSTED BY WE(I) THINK'S  
FOUNDER & CEO

*Celine Vadam*

Celine and Sue kickstart the interview with a conversation on the meaning of wellness and how it is perceived in today's world.

With a shift in mindset,

**"NOW AWARENESS IS MUCH GREATER AND PEOPLE, HOPEFULLY, RECOGNISE THE NEED TO MAKE A CHANGE"**

Discussing the differences between light wellness and integrative wellness, determining the need for each of them and what results you expect from each of them.

Sue's expertise and insight from her dedication to the industry unravels an indepth conversation on how the hospitality industry should be using wellness in its offering and how it needs to be cautious in doing so. The right training and qualifications are crucial when looking at medical wellness for example, as this can have serious (good or bad) affects on someones health.

The conversation addresses numerous topics from sleep deprivation, children's

mental health, poverty and wellness through to touchless therapies, artificial intelligence and innovative extraordinary technologies that can make a difference in how we measure the success of a program, therapy, product, activity...

Although advancements in wellness are progressing rapidly, Sue comments that

**"WHAT THE CONSUMER NEEDS IS AHEAD OF WHAT THE MARKET CAN PROVIDE"**

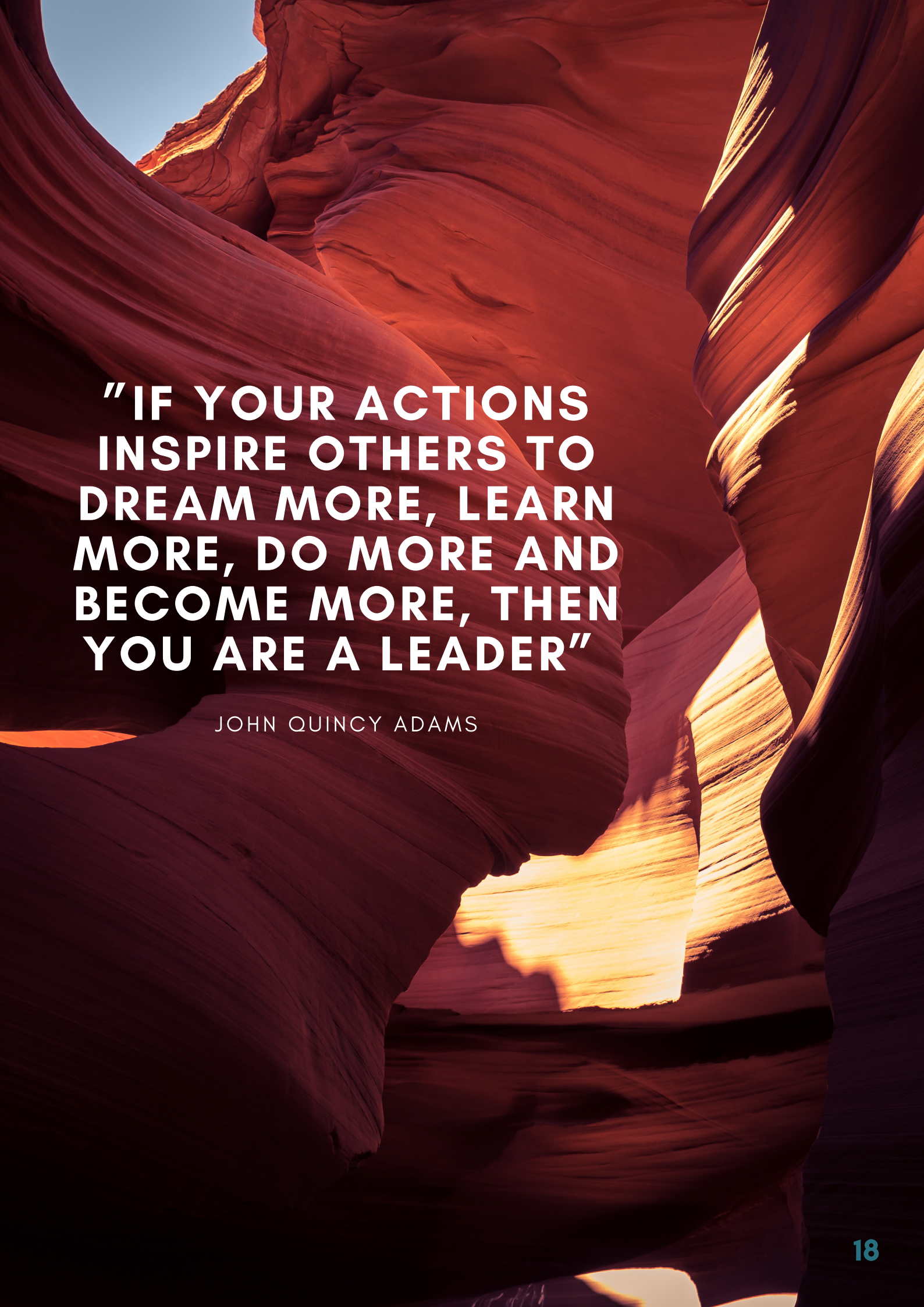
**"BEING CONNECTED WITH NATURE SHOULD BE COMMON SENSE"**

but in the world of today with all the distractions in technology, pressures and fast pace, it may be something that needs to be taught and brought to the forefront of society's awareness.

Listen or watch the interview through WE(i) Think's channels and wherever you get your podcasts.







**"IF YOUR ACTIONS  
INSPIRE OTHERS TO  
DREAM MORE, LEARN  
MORE, DO MORE AND  
BECOME MORE, THEN  
YOU ARE A LEADER"**

JOHN QUINCY ADAMS



# WHO ARE WE(I)?

**WE(i) Think's multi-disciplinary team has a wide range of experience in development, implementation and operation of hospitality and wellness services with the world's most prominent luxury brands**

With more than 10 years experience in hospitality and tourism development and corporate operations, including F&B and Spa global strategies and concepts, Celine brings enormous knowledge and insight with her personal balance of holistic wellbeing in her life and the pursuit to change the industry for the better.



*Celine Vadam*



Tina is specialised in hotel operations in luxury and lifestyle brands as well as design and feasibility. Sharing her passion to create spaces where happiness and well-being can be celebrated, having a positive affect on people's lives is where she strives to make an impact both professionally and personally.

*Tina Harringer*

Laura's experience ranges from operations in rooms and F&B, events, to sales & marketing and concept development. She aims to share her expertise in the service of creating curated, high standard experiences that bring happiness in people's lives, with a strong belief all emotions and actions are directly affected by our well-being.



*Laura Vandenhende*



# WHAT WE(I) DO

## WE(I) THINK

WE(i) Think offers an **innovative** and **collaborative** generation of advisory services, putting the project's concept at the heart of our work.

## WE ARE CONCEPT ADVISORS.

We translate your idea into a unique viable project, bridging the gap between commercial concept and design vision, operations and development.

## WE GIVE PURPOSE TO YOUR IDEA, MAKING IT MORE THAN 'JUST' A BUSINESS.

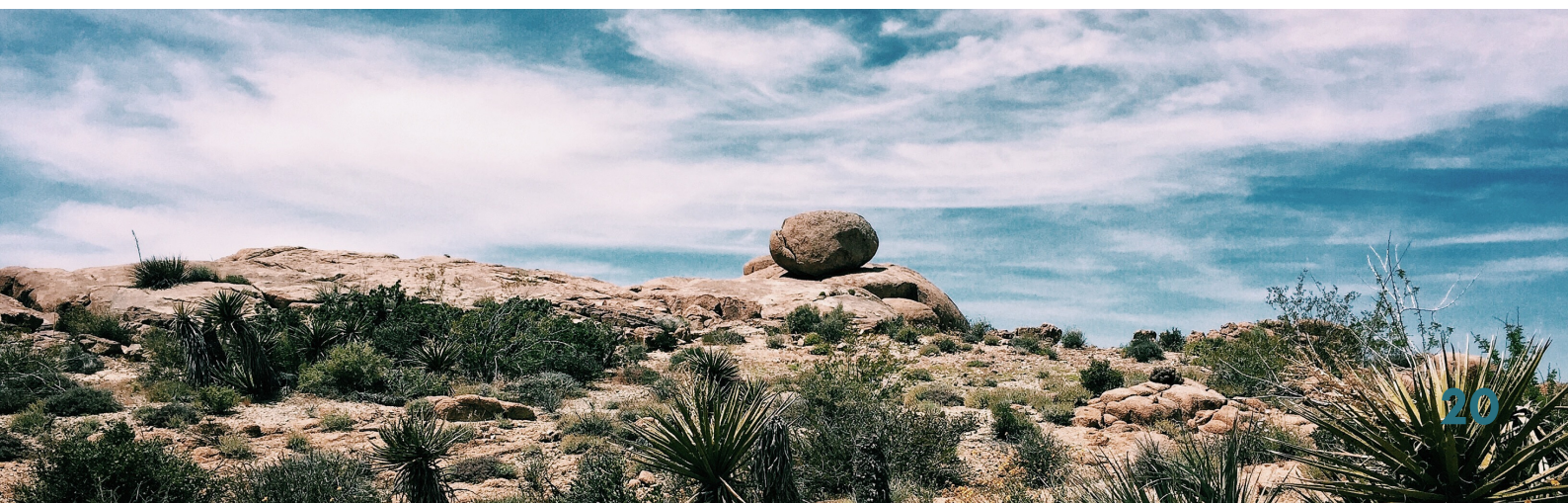
We put the story together embracing the prologue, setting the scene, the suspense and excitement, the stuff that keeps you wanting more and even the

blurbs that spark that little bit of curiosity in your future clients.

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